

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:3646

ANSWERED ON:21.12.2015

Promotion of Tourism Abroad

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Will the Minister of TOURISM be pleased to state:

- (a) whether the Government proposes to formulate any new policy/programme with various countries to promote tourism between India and these countries to attract foreign tourists;
- (b) if so, the details thereof and the salient features and benefits of the programme along with the list of such countries;
- (c) the details of international events held across the world to promote tourism; and
- (d) the funds allocated and expenditure incurred along with the revenue earned from such programmes during the last five years?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(DR. MAHESH SHARMA)

(a) & (b): The Ministry of Tourism has formulated a draft National Tourism Policy 2015 with the aim of positioning India as a "Must Experience" and "Must Revisit" destination for global travellers, whilst encouraging Indians to explore their own country and realise the potential of tourism as a major engine for economic growth, employment generation and poverty alleviation in a sustainable, responsible and inclusive framework, to the betterment of the community.

The draft Policy highlights the significance of International Co-operation in the field of tourism in building partnerships, learning from experiences of countries that have developed strong tourism sectors and collaborating for mutual benefit. It further envisions India playing a more pro-active and decisive role at multilateral tourism forums under South Asian Association for Regional Cooperation (SAARC), Association of Southeast Asian Nations (ASEAN), India, Brazil, South Africa (IBSA), Brazil, Russia, India, China, South Africa (BRICS) and others.

(c): The Ministry of Tourism through its 14 overseas offices, regularly organizes/participates in a series of promotional activities/events in important as well as potential source markets overseas. Details of major promotional activities undertaken/participated in the year 2015 are annexed.

(d): The funds allocated and expenditure incurred under the Restructured Scheme of Overseas Promotion & Publicity including Marketing Development Assistance for the last five years are as under:

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Year Funds Allocated

in crore (B.E.) Funds Allocated

in crore (R.E.) Expenditure

(Rs. in crore)

2010 - 11 275.00 250.00 249.02

2011 - 12 280.00 250.00 243.06

2012 - 13 267.00 180.00 182.83

2013 - 14 350.00 216.00 195.36

2014 - 15 330.00 164.00 166.36*

*Provisional

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Revenue earned by India in the form of foreign exchange earnings through tourism in the last five years are as under:

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Year Earnings through tourism (in Rs. Crore)

2010 64,889

2011 77,591

2012 94,487

2013 1,07,671

2014 1,23,320

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